

Vision, Mission & Values

Vision

To be an inspiration for artists, audiences, participants and communities, instilling a lifetime of memorable experiences that empowers a cultural voice through storytelling.

Mission

To nurture and strengthen engagement in trailblazing new writing creativity, to develop shared experiences that bring joy, explore the world around us, connect with the lives of others, and spark a vital curiosity in what it is to be human.

Values

All align to Quality and Ambition, Engagement, EDI, Sustainability, Fair Work, International

- Creativity
- Innovation
- Sustainability
- Inclusivity & Respect
- Collaboration
- Engagement

Why do we do it?

- Theatre promotes greater understanding and compassion for others.
- Positive health and wellbeing of creators, participants and audiences.
- Diversity of artists bring a diversity of engagement, and connects people, locally, nationally and internationally.
- Empower and inform a cultural voice and sense of identity.
- Seek to see, hear and support cultural voice.
- Create democratic creative spaces.
- Advancement of technology and innovation.

How do we do it?

- Continuing to be a vital part of Scotland and the UK's new writing movement, contributing to our world leading culture of theatre and the performing arts.
- Creating extraordinary experiences through bold thought-leadership, seek to surprise, inspire and excite through our programme and our partnerships
- By seeking to be the difference we wish to see through a thought provoking, accessible and relatable programme, both in our building and beyond our spaces that inspires, excites and entertains.
- By being an essential cultural institution that Scotland can be proud of, can relate to and feels represented by – expanding the audience demographic through Cultural Democracy.
- Through the international platform for Scottish produced theatre and new writing talent that Edinburgh in August offers.
- Building on the strength of the brand of the Traverse with our world stage partners, and enhancing our strong international reputation through co-commission.
- Supporting the showcasing of Scottish talent throughout the year, and to an international audience in Edinburgh in August.
- By offering access to creativity through our overarching programme of activity, through our commitments to EDI and socio-economic inclusion.
- By giving people consistency of quality and “a good night out”.
- By being a leader in how new work is created and supported – demonstrated through sustainable practice and Fair Work.

